



Reference



CAS <sup>®</sup> genesisWorld

CRM + AIA<sup>®</sup> for small and medium-sized companies





» The introduction of CAS genesisWorld has enabled a uniform database and cross-departmental transparency and has optimized our processes step-by-step. «

Jessica Rominger, Project Manager CRM



### Industry sector

Mechanical engineering test systems

### Requirements

- Improve customer-related communication and process optimization
- Enhance cross-team transparency & data availability thanks to a standardized database
- Provide mobile access to all relevant information
- Enable cross-departmental use from sales to service
- Replace legacy systems and transfer data from the previous systems (order management, ticket system, Outlook and Excel).
- Connect to the "Abas" ERP system

### Benefits and Advantages

- Central platform with a 360-degree view of relevant customer data (incl. ERP) as well as all communication and interaction data
- Ensures high data quality and secure company knowledge thanks to centralized maintenance
- Provides a sound basis for decision-making with daily updated evaluations
- Intuitive operation, easy customization, individual, work-specific dashboards
- Improved internal communication through consistent use in task management
- Provides mobile access for everyone in the field



### Project data

- CAS genesisWorld Platinum Suite
- Interface to Abas ERP

### Customer

- Baumer Inspection GmbH, [www.baumerinspection.de](http://www.baumerinspection.de)
- This internationally active company designs and implements innovative optical inspection systems for process control and fault detection in demanding production environments
- Founded in 1984
- 75 employees

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- CAS products being used successfully by more than 30,000 companies worldwide

## Contact and Consulting



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